



Date 12/9/98

FAX

Number of pages including cover sheet 2

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REMARKS: ☐ Urgent ☒ For your review ☐ Reply ASAP ☐ Please Comment

WINSTON "Bo Bull" Sweepstakes information for communication to stores. Please note that No Bull Sweepstakes kits, including ballots were sent to stores via UPS the week of 12/29/97.

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1998 WINSTON "No Bull 5" *Promotion Details*

- Sweepstakes offer consists of 5 NASCAR Races, 5 Winning Drivers, \$ 5 million to Drivers, and \$5 million to consumers
- Adult smoking consumers submit ballots to participate in a drawing held at the completion of each of the five NASCAR/Winston Cup Races.
- Five consumers will be drawn as finalists to win \$1 million after the first No Bull Race (if a No Bull 5 Driver wins)
- Races: Daytona, Charlotte, Indy, Darlington & Talladega
- The five finalists will be invited to an all expense paid trip to the next No Bull 5 Race. At that race, one of the five finalists will be drawn as the Million Dollar winner of the previous race.
- The process will be repeated for each of the five races.
- The following items have been shipped to stores the week of 12/29/97
 - No Bull 5 Ballot Box Kit
 - 5x3 No Bull 5 Banner/Daytona
 - Winston Easel Card/Daytona
 - Winston No Bull 5 Ballots (50

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